

City of Torrance
Office of Cable and Community Relations
COMMUNITY RELATIONS/PUBLIC RELATIONS INTERN

Job Description

The City of Torrance, the sixth largest city in Los Angeles County, is looking for a **Community/Public Relations Intern** to assist in promoting the City of Torrance through media relations, and various community relations campaigns. The City's Office of Cable and Community Relations has an internship opportunity for a community relations, public relations, communications, public administration, or journalism student to work 16 - 20 hours per week for a minimum of 3-months (1 semester). This provides excellent opportunity to gain "hands-on" experience in the different elements of the field of public relations and public affairs. The ideal candidate will have a strong writing background and knowledge of journalism and/or public relations practices. The individual should be highly motivated, results-oriented and have excellent communication and presentation skills. Position is unpaid.

Duties and Responsibilities

- Monitor and distribute media daily
- Maintain media database
- Write and distribute press announcements for departments through website
- Develop and maintain database of local media contacts
- Assist with media relations efforts including localizing stories, pitching stories, writing and distributing press releases
- Assist in developing community relations/marketing campaigns and creating related collateral materials
- Assist in event-planning
- Other writing as needed
- Other projects/duties as assigned

Required Skills

- Must be a currently-enrolled, full-time student attending school in the area. Journalism, Community, Public Relations, Communications, Public Administration or a related field of study is required
- Strong interest in community/public relations and or local government
- Some experience with press release writing and media relations outreach
- Exceptional written and verbal communication skills
- Must have strong work ethic and show initiative,
- A self-starter and detail-oriented
- Knowledge of Associated Press (AP) style and key public relations concepts
- Ability to handle multiple tasks
- Outgoing and high-energy personality
- Knowledge of local government a plus
- Foster success through a professional appearance, being courteous to customers and all City of Torrance staff, and by having a positive attitude

Applications and Resumes will be accepted until position is filled.

Please send applications to: Jamie Le via mail or email to JLe@TorranceCA.Gov

City of Torrance | Office of Cable and Community Relations

| 3350 Civic Center Drive | Torrance CA 90503 | 310.618.5762 voice | 310.781.7132 fax | www.TorranceCA.Gov

Our internship program is designed to acclimate students to the community/public relations profession. At the City of Torrance, interns are a business necessity and have a great opportunity to extend their educational experience.